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INTRODUCTION

This Iowa Department of Transportation policy manual has been prepared, adopted and revised to meet the growing interest and needs of travelers for consistent visual image and effective wayshowing tools that identify Iowa’s designated byways. The previous Iowa Byways graphic identity served a useful life and has been phased out of public presentation and use at all levels. This manual presents the updated, approved and official graphic imagery and design, application standards, and shared organizational responsibilities for new Iowa Byways graphic identity. This manual supports safe, educational, and enjoyable experiences for visitors to Iowa’s most treasured roads.

Policy Basis 1

This policy manual is supported by Chapter 306 D of the Iowa Code and Chapter 132, Iowa Scenic Byway Program of the Iowa Administrative Rules. In turn, this Iowa Byways Signage policy is consistent and integrated with the Traffic and Safety Manual (http://www.iowadot.gov/traffic/manuals/tsmanual.aspx) and the Design Manual (http://www.iowadot.gov/design/dmanual/manual.html) of the Iowa Department of Transportation. Furthermore, this manual reflects the guidance provided by the Manual on Uniform Traffic Control Devices (MUTCD) (http://mutcd.fhwa.dot.gov/kno_2009.htm).

Adherence to the standards (assuring that all provisions are fulfilled and any deviations are approved only to meet a unique need or situation) set forth in this manual will be essential to achieving success from the public investment of human and financial resources in Iowa’s Byways.

This manual is intended to meet the needs of those who are directly responsible for implementing, installing and sustaining the graphic identity of the collection of Iowa Byways as well as the unique graphic identities approved for each individual byway.
These audiences include:

- Officials and personnel of the Iowa Department of Transportation including District office.
- County and municipal-level officials and personnel who are responsible for signage on public roads, streets and arterials that are designated as Iowa Byways.
- Metropolitan Planning Organizations (MPOs); Regional Planning Affiliations (RPAs); and Resource Conservation and Development organizations (RC&Ds) that play an important role in planning, managing and sustaining Iowa Byways.
- Individual byway organizations and committees.
- The Iowa Division of Tourism within the Iowa Department of Economic Development.
- Regional tourism organizations.
- Managers of sites and attractions which present scenic, heritage, cultural, historic and other types of intrinsic resources of a byway.

This manual provides:

- The design of the approved graphic identities for the Iowa Byways collection as well as the individual byways. These graphic designs have been officially approved for use in street, road, and highway signs; public exhibit panels for visitor orientation and interpretation; printed brochures; web sites and other appropriate uses.
- Guidelines for color, font, size, backgrounds, and relative placement of graphics.
- Guidelines of the location of the byway signage in the public right-of-way.
- Specifications and guidelines for material options and alternatives.

The terms “scenic byway,” “byway,” “heritage byway,” and “Iowa Byway,” as used in this manual and its references, are intended to have the same meaning.

**Additional Iowa Byways Program Signage Resources**

The Iowa Byways Program provides additional guidelines for sign replacement and other program information here: [http://www.iowadot.gov/iowasbyways/index.aspx](http://www.iowadot.gov/iowasbyways/index.aspx)

- Local jurisdiction signing agreements
- Individual Iowa Byways brand guidelines
- Sign inventory and replacement
GRAPHIC IDENTITY FOR IOWA BYWAYS

Basic Principles

By recognizing the informational needs associated with travel, one must assume that consistent graphic identities would assist in creating positive memories. The Iowa Department of Transportation recognizes that effective graphic identity needs to be associated with Iowa Byways for several reasons:

- The experiences that Iowa Byways provide Iowans and state visitors are important sources of education, enjoyment, community pride, and economic activity. The graphic imagery associated with Iowa Byways should support these desirable outcomes.
- A quality graphic identity can suggest (or symbolize a brand of) the essence of what a byway and a collection of byways represent. In promoting Iowa Byways as travel destinations, an effective graphic identity plays an important role for prospective byway visitors in making decisions about where and how to spend their time.
- A consistent and reliable graphic identity is an essential tool that byway travelers rely on to successfully and safely self-navigate byway routes which are, for most byway travelers, coursed through unfamiliar landscapes, towns, and cities. To be an effective guidance tool, byway graphic identities must be guided by the same principle requirements that guide all traffic control devices (MUTCD):
  - Fulfill a need
  - Command attention
  - Convey a clear, simple meaning
  - Command respect from road users
  - Give adequate time for proper response

These principles must underlie the design, placement, and maintenance of all byway signage and the graphic identities they support.

The Iowa Byways Program will express several fundamental characteristics in the signage associated with Iowa Byways.

1. While each Iowa Byway possesses unique characteristics, Iowa Byways represent a collection of assets and the expression of the collection’s “wholeness” is valuable and greater than any one byway. The overarching
characteristic of the “collection” is expressed graphically and with the words “Iowa Byways”. See Figures 1, 2, 3 and 4.

2. Iowa Byways are distinguished as being either “Scenic” aesthetic beauty (visual resources that make up the primary intrinsic qualities) of the entire viewshed or singular elements in the viewable landscape as witnessed from the designated road or “Heritage” (historic or cultural resources that make up the primary intrinsic qualities of the byway). The expression of these distinctions is critical in establishing authenticity to a visitor’s experience of driving a particular byway. This characteristic is expressed with words “Scenic” or “Heritage” associated with the name of individual byways.

3. Most importantly, each Iowa Byway has its own distinction and uniqueness which needs to be graphically identified. The Iowa Great River Road and the Lincoln Highway have graphic identities that symbolize their intrinsic qualities that extend beyond the borders of Iowa. A unique graphic image and the name of the byway will be expressed in byway signage. The graphic identities for each individual Iowa Byway are shown in Figures 4 and 18 through 28.

4. If an Iowa Byway attains the rare designation of “National Scenic Byway” or “All American Road,” it is granted the right by the Federal Highway Administration to exhibit the America’s Byways® graphic as an indication of this important recognition (see Figure 8). The application of the America’s Byways graphic, as an auxiliary sign (MUTCD D6-4a) in Iowa Byway signage, will be reserved as a special identifier at intersections with primary highways and at other important entrances and exits to those Iowa Byways that are nationally designated.
BYWAY GUIDE SIGNS FOR ROUTE MARKING

This section describes the standards and uniformity for Byway Guide signs that shall be located within the right-of-way of all primary roads, secondary roads, and city streets that are designated Iowa Byways. Byway Guide signs are essential to:

1. informing motorists of the designation of routes as Iowa Byways;
2. guiding byway travelers along the multiple routes that comprise a designated byway;
3. informing byway users of entrances and exits on a byway; and
4. directing byway travelers to specific attractions related to a byway route.

Iowa Byways guide signing is primarily for the purposes of providing a safe traveling environment as well as orienting and directing road users who are not familiar with the byway route or the area surrounding the byway. Iowa Byways guide signs are solely for the purpose of route marking and are not an advertising medium.

Byway Guide signs shall, where appropriate, supplement and be added to route sign assemblies on primary roads, secondary roads, and city streets, as specified in the Traffic and Safety Manual (http://www.iowadot.gov/traffic/manuals/tsmanual.aspx) and applicable county and city road and street sign policies for designated Iowa Byways.

Byway Guide signs shall not interfere with the placement and location of regulatory and warning signs. Byway Guide signs shall be retroreflective to show similar shape, color, and message by both day and night.

Byway Guide signs shall exhibit: 1) the Iowa Byways graphic identity, 2) the individual byway graphic identity, and 3) the designated byway name. See Figures 1 and 4. See Figure 5 for Byway Guide Sign dimensions.

Byway Guide Sign Installation Guidelines

The guidelines contained in this policy, as well as the figures contained herein, and applicable portions of sections 2A-7, 2A-8, 2A-9, and 2A-10 of the Traffic and Safety Manual (http://www.iowadot.gov/traffic/manuals/tsmanual.aspx), are intended to give field personnel the information needed to install and maintain Byway Guide signs on the primary road system, secondary roads, local roads, and city streets that are designated as Iowa Byways. The applicable sections of the Traffic and Safety Manual include post mounting supports, longitudinal location
of signs along a roadway, lateral placement of signs, sign mounting height, and
details on hardware as well as assembly and sign maintenance.

These guidelines have been developed to supplement the MUTCD and supersede all
previous procedures, instructions, and memorandums relative to byway sign
installation and maintenance.

The contents of this policy reflect the latest information available concerning Byway
Guide sign installation and maintenance. It is the governing jurisdiction’s
responsibility to reconcile any discrepancies with other publications concerning the
topics covered and referenced herein with the approval of the Iowa Byways
Program Coordinator. The Iowa Byways Program Coordinator will provide
assistance at the request of the District Office and local jurisdictions.

**Byway Guide Sign Mounting Requirements**
The guidelines and requirements of the *Traffic and Safety Manual, Chapter 2—
Signing, 2A – General, Mounting Requirements (2A-7)*
(http://www.iowadot.gov/traffic/manuals/pdf/02a-07.pdf), and its subsequent
updates, shall apply to the mounting of individual Byway Guide signs as well as
Byway Guide Sign Assemblies associated with Route Sign Assemblies.

**Byway Guide Sign Placement**
Byway Guide signs should be located on the right side of the roadway where they
are easily recognized and understood by road users. Byway Guide signs should be
installed on posts and with mountings to supplement and be part of route marker
and directional guide signs referred to herein as Route Guide Sign Assemblies. In
cases where there are already two numbered route markers in a Route Guide Sign
Assembly, certain Byway Guide Sign Assemblies may/should be installed on a
separate post from the Route Guide Sign Assembly. The State Traffic Engineer will
provide assistance for individual cases at the request of the District Office for
primary routes.

**Longitudinal Placement**
The location of Byway Guide signs and assemblies should be placed adjacent to
Route Guide Sign Assemblies. If engineering judgment indicates that a Byway
Guide sign assembly cannot be located adjacent to Route Guide Sign Assemblies,
alternative placement shall be considered.

For alternate placement, the roadway cross section should be considered first.
Select a location where the sign can be offset the desired distance without
encountering a severe fill section requiring long posts or a cut section where the
sign cannot be offset at the proper mounting height. If available, a relatively level section is preferred. Locations behind existing guardrails or barriers should be considered to take advantage of protected areas.

Check to see if there are physical features that may obstruct visibility of the sign. Examples are trees, mailboxes, vertical or horizontal curves, utility or luminaire poles, bridge piers and abutments and other essential signs. Locations must be adjusted to points where these features are not obstructions. In some cases, it may be necessary to clear obstructions. Care should be taken to see that the shape or outline of a sign is not obscured when mounting signs back-to-back.

Normally, the minimum longitudinal spacing of signs is 300 feet on two-lane and four-lane undivided roadways and 800 feet on four-lane divided roadways. At intersections and in urban areas where room is limited, it may be necessary to reduce spacing. In sections with reduced speed limits, spacing of five times the posted speed limit is desirable, but conditions may limit spacing to as little as three times the posted speed limit. Uniform spacing enhances the effectiveness of a series of signs. Spacing is important to allow signs to be viewed without obstructing one another and to allow the motorist time to read and understand the message conveyed before encountering another sign.

**Lateral Placement**

Signs on all newly constructed highways are to be offset from the traveled way if practical. This concept is to be extended to all signs that are replaced or are otherwise in need of attention by maintenance personnel.

The shape of the cross section, available right of way, maximum length of posts available and condition of the soil to resist wind load, control the permissible offset. Good signing practice requires that signs be at least 6 feet from the edge of the shoulder and at least 12 feet from the edge of the traveled way. Taking into consideration all of the above factors, offsets prescribed below should be used for all signs in rural areas except those in special categories covered later in this section.

<table>
<thead>
<tr>
<th>Type of Offset</th>
<th>Distance from Edge of the Traveled Way to Near Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum</td>
<td>18 feet</td>
</tr>
<tr>
<td>Desirable</td>
<td>24 feet</td>
</tr>
</tbody>
</table>

Offsets should be measured from the edge of the pavement in all cases, regardless of the shoulder width. The offset distances are to the post for a single support...
assembly or the near post for a multiple support assembly. Although the near edge of the sign projects closer to the roadway, offset distances will provide more than the minimum distances prescribed in the MUTCD.

Depending on shoulder width, these offsets will result in approximately 12 feet of clearance from the edge of the shoulder to the near edge of the sign. A distance of approximately 14 feet is provided from the shoulder edge to the signpost to provide a recovery area for errant vehicles, to allow for mowing and snow plowing, and to keep the signs cleaner.

The desirable 24-foot offset (from the pavement) should be used in most normal cases. Where site conditions do not permit this offset, the 18-foot minimum may be used. It is recognized that there may be unusual circumstances where these distances cannot be attained. For special cases, the near edge of the sign should be installed not less than 6 feet from the edge of the shoulder.

In urban areas, signs may be installed on existing utility and light poles when space for installing posts is otherwise not available. Permission and documentation of the approval to use this facility should be obtained from the owner before installing signs. A minimum offset of 2 feet from the face of the curb to the near edge of the sign should be maintained if practical.

**Mounting Height**

On two-lane routes in rural areas, the MUTCD specifies that signs be mounted at a height of at least 5 feet measured from the bottom of the sign to the near edge of the pavement. In urban areas or locations where parking or pedestrian movements are likely to occur or where there are other obstructions to view, the clearance from the bottom of the sign to the curb or ground at the base of the sign shall be at least 7 feet. When a secondary sign is mounted below another sign, the mounting heights prescribed above may be reduced to 4 feet in rural areas and 6 feet in urban areas. For the purpose of this section, a Byway Guide Sign Assembly is treated as a single sign. The mounting heights presented above are considered minimums.

It is recognized that signs cannot be installed precisely at the above stated heights, therefore a mounting tolerance of 6 inches is allowed. The above mounting heights are considered minimums. As an example, the permissible range in mounting height for a rural area would be from 5 feet, 0 inches to 5 feet, 6 inches.
Byway Guide Sign Assemblies Supplement Route Guide Sign Assemblies

Iowa Byways shall be marked with Byway Guide Sign Assemblies within the right-of-way of all primary roads, secondary roads and city streets that are designated Iowa Byways. An Iowa Byway Guide Sign Assembly is the Iowa Byway Guide sign combined with, when needed, an auxiliary sign that further identifies the byway’s route and indicates the direction to follow. The placement of Byway Guide Assemblies shall be adjacent to and to the right of Route Guide Sign Assemblies. Route Guide Sign Assemblies are prescribed in *Traffic and Safety Manual, Chapter 2—Signs, 2A – General, Sign Placement (2A-8).*

Iowa Byway Guide Signs and appropriate auxiliary signs shall be placed adjacent to Route Guide Signs so as to supplement these standard guide sign functions:

- Directional Assemblies consisting of the appropriate Iowa Byway Guide Sign and related auxiliary sign(s);
- Junction Assemblies consisting of the appropriate Iowa Byway Guide Sign and related auxiliary sign(s) only at intersections where directional assembly is not installed; and
- Confirming or Reassurance Assemblies consisting of the appropriate Iowa Byway Guide Sign.

Iowa Byway Guide Sign Assemblies shall be grouped with Route Guide Sign Assemblies. If engineering judgment indicates that groups of assemblies that include overlapping routes or multiple turns might be confusing, alternative placements shall be considered provided that clear directions are given to road users following the byway route.

See Figure 6 for illustrations of typical Route Guide Sign and Byway Guide Sign Assemblies.

**Directional Assembly for Byways**

For routes that are designated Iowa Scenic and/or Heritage Byways, a Directional Assembly consists of 1) a Route Guide Sign Assembly and 2) a Byway Guide Sign Assembly and its attendant directional arrow auxiliary sign. A Directional Assembly for a byway marks the turn movements that are required to follow the byway route. See Figures 6A and 9 through 17.

The Byway Guide Sign Assembly shall consist of 1) the Iowa Byways graphic identity; 2) the individual byway graphic identity; and 3) the individual byway or byway loop name. The Byway Guide Sign Assembly shall be positioned to the right of the Route Sign Assembly. In extremely rare locations where horizontal space is
limited, the Byway Guide Sign Assembly may be mounted below the Route Sign Assembly based on appropriate engineering judgment. See Figure 6A.1.

For Iowa Byways that are also designated as “National Scenic Byway” or “All-American Road” by the Federal Highway Administration, the National Scenic Byways Sign (D6-4a) may be attached below the Byway Guide Sign as part of a Directional Assembly. Placement of the National Scenic Byways Sign shall be limited to Directional Assembly signs installed in advance of an intersection where a numbered route is intersected or joined by a route that is designated a National Scenic Byway or an All American Road by the Federal Highway Administration. See Figure 8 for typical mounting arrangement.

**Junction Assembly for Byways**

A Byway Guide Sign Assembly shall be installed with a route guide Junction Assembly only if a Directional Assembly is not installed at an intersection for routes that are designated Iowa Scenic and/or Heritage Byways. A Junction Assembly consists of 1) a Junction Auxiliary sign; 2) a U.S., State, and/or County route sign; and 3) a Byway Guide Sign Assembly that includes the Byway Guide sign and its attendant Junction Auxiliary sign. The route sign shall carry the number of the intersected or joined route. See Figure 6B.

The Byway Guide Sign Assembly shall consist of 1) the Iowa Byways graphic identity; 2) the individual byway graphic identity; and 3) the individual byway or byway loop name. The Byway Guide Sign Assembly shall be positioned to the right of the route sign assembly. In extremely rare locations where horizontal space is limited, the Byway Guide Sign Assembly may be mounted below the route sign assembly based on appropriate engineering judgment. See Figure 6B.1.

The Junction Assembly shall be installed on a secondary road in advance of an intersection where the secondary road is intersected or joined by a primary road and an Iowa Byway. See Figures 12 through 17.

For Iowa Byways that are also designated as “National Scenic Byway” or “All-American Road” by the Federal Highway Administration, the National Scenic Byways Sign (D6-4a) may be attached below the Byway Guide Sign as part of a Junction Assembly if a Directional Assembly is not present at an intersection. Placement of the National Scenic Byways Sign shall be limited to Directional or Junction Assembly signs installed in advance of an intersection where a numbered route is intersected or joined by a route that is designated a National Scenic Byway or an All American Road by the Federal Highway Administration. See Figure 8.
**Confirming or Reassurance Assemblies for Byways**

Confirming or Reassurance Assemblies for Byways consist of 1) a Route Guide Sign Assembly and 2) a Byway Guide Sign Assembly. See Figure 6C.

The Byway Guide Sign Assembly shall consist of 1) the Iowa Byways graphic identity; 2) the individual byway graphic identity; and 3) the individual byway or byway loop name. The Byway Guide Sign Assembly shall be positioned to the right of the route sign assembly. In extremely rare locations where horizontal space is limited, the Byway Guide Sign Assembly may be mounted below the route sign assembly based on appropriate engineering judgment. See Figure 6C.1

The Confirming Assembly shall be erected just beyond primary-to-primary, primary-to-secondary, secondary-to-primary, and secondary-to-secondary intersections of numbered routes to inform motorists of the route they have turned onto. See Figures 6C and 9 through 17.

Reassurance Assemblies should be spaced at such intervals as necessary to keep drivers informed of their route. For the benefit of traffic entering from paved secondary routes, Reassurance Assemblies for the primary route and byway shall be placed for both directions of traffic. They should also be placed at unpaved intersections on alternating sides of the primary highway. However, in areas with closely spaced intersections it is not necessary to have Reassurance Assemblies at each of them as long as the minimum spacing is approximately two miles. In urban areas Reassurance Assemblies should be erected just beyond major intersections and at intervals of about six city blocks.

**Loop Indicators**

Some Iowa Byways have officially designated secondary routes known as “Loops”. For byway routes that are designated as Loops, a Loop Indicator graphic shall be included in the Byway Guide sign as indicated in Figure 7. Application of the Loop Indicator is appropriate for Directional Assemblies, Junction Assemblies, Confirming Assemblies, and Reassurance Assemblies.

The Loop Indicator graphic is a diagonal band containing the word “LOOP” placed in the upper left corner of the byway graphic identity as indicated in Figure 7. Typeface for the loop name shall be Gill Sans set in all caps and printed white on the black background.

If an Iowa Byway Loop has a name approved by the Iowa Byways Program Coordinator, the loop name may be printed on the Byway Guide sign in lieu of the designated byway name.
FIGURES FOR IOWA BYWAY GUIDE SIGNS

Refer to the following figures and appropriate figures of the *Traffic and Safety Manual* for proper and official fabrication and installation of Iowa Byway Guide Sign Assemblies. These figures are not all to scale.

**Auxiliary Sign Dimensions**

September 2015
Many of the MUTCD auxiliary sign size standards have changed since the assembly figures were developed. This chart provides the updated standard dimensions. The size of these auxiliary signs may affect the appearance of the configurations in new and replacement installations.

![Auxiliary Sign Dimensions Chart](chart.png)

**Metal Poles**
Beginning with the 2016 construction season, the Iowa DOT will require Perforated Square Steel Tube (PSST) posts for new sign installations.
The Iowa Byways system-wide graphic identity is single image that represents the comprehensive family of Iowa Byways. It can be a stand-alone graphic for identifying and promoting the Iowa Byways program. It combines with individual byway graphic identities on highway guide signage. The system-wide identity graphic is an intentionally simple graphic style that is a recognizable and memorable graphic theme without competing with or dominating the individual byway graphic identity when displayed on wayshowing signage. The colors and curves in the graphic identity are an abstraction of the undulating Iowa landscape. These colors serve as the primary color palette for the Iowa Byways brand.
The typeface for “IOWA” is a derivation of Cheltenham BT set in all caps. The original typeface is manipulated to blend with abstract graphic representations of hills and valleys. Typeface for “BYWAYS” is Gill sans set in all caps.

Colors for the brand identity are Light Blue (C100 M60 Y50) or PMS equivalent, Dark Blue (C100 M90 Y70) or PMS equivalent, and green (C40 M20 Y80) or PMS equivalent.
The proportion of the system-wide identity graphic is created in a ratio of 1.0 (height) to 1.5 (width). Any enlargement or reduction of the graphic identity must maintain the ratio. At a ratio of 1.0 to 1.5, the radii of the arcs comprising the top and bottom of the mark = 2.0.
The graphic identities for the individual byways in the Iowa Byways program were developed in an intentionally simple graphic style so as to be a recognizable and memorable graphic theme, descriptive of the character and experience of the byway, and as a safe and effective wayshowing tool when displayed on highway guide signs.
Figure 5: Iowa Byway Guide Sign Dimensions
Figure 6: Typical Byway Guide Sign Assemblies Illustrating Placement with Adjoining Route Guide Sign Assemblies

Route numbers and auxiliary signs shown are illustrated for example only. Type and number of route and auxiliary signs are determined on a location-by-location basis.

Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 12 for current standards as of September 2015.
Route numbers and auxiliary signs shown are illustrated for example only. Type and number of route and auxiliary signs are determined on a location-by-location basis.

Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 12 for current standards as of September 2015.
6C Confirming or Reassurance Assembly-Horizontal

6C.1 Confirming or Reassurance Assembly-Vertical
Install only in extremely rare cases where horizontal space is limited. Engineer approval required.

Route numbers and auxiliary signs shown are illustrated for example only. Type and number of route and auxiliary signs are determined on a location-by-location basis.
Figure 7: Iowa Byway Guide Sign with Loop Indicator

Loop Indicator

Byway loop name printed in lieu of byway name

10.5 in.
Use of the National Scenic Byways Sign shall be limited to Directional Assembly signs installed in advance of an intersection where a numbered route is intersected or joined by a route that is designated a National Scenic Byway or an All American Road by the Federal Highway Administration. If an intersection of a numbered route with a National Scenic Byway or an All American Road does not have a Directional Assembly, a Junction Assembly may be used for placing the Iowa Byway Guide sign, the National Scenic Byways Sign (MUTCD D6-4a), and the appropriate auxiliary sign.

Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 12 for current standards as of September 2015.
Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 12 for current standards as of September 2015.
Figure 10: Typical Byway Guide Signs at Primary Highway Intersections—Example B

Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 12 for current standards as of September 2015.
Figure 11: Typical Byway Guide Signs at Primary Highway Intersections—Example C

Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 12 for current standards as of September 2015.
Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 12 for current standards as of September 2015.
Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 12 for current standards as of September 2015.
**Figure 14: Typical Byway Guide Signs at Intersection of Primary and Secondary Road—Example C**

Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 12 for current standards as of September 2015.
Figure 15: Typical Byway Guide Signs at Intersection of Primary with Primary and Secondary Road—Example A

Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 12 for current standards as of September 2015.
Figure 16: Typical Byway Guide Signs at Intersection of Primary with Primary and Secondary Road—Example B

Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 12 for current standards as of September 2015.
Figure 17: Typical Byway Guide Signs at Intersection of Primary with Primary and Secondary Road—Example C

Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 12 for current standards as of September 2015.
The typeface for “DELAWARE CROSSING SCENIC BYWAY” is Gill Sans set in all caps. Colors for the Delaware Crossing graphic identity:

- **Blue**: C80 M40 Y30
- **Green**: C90 M70 Y90
- **Black 1**: 100%
- **Black 2**: 30%
- **Black 3**: 50%
- **Black 4**: 80%
- **Black 5**: 90%
- **White**
The typeface for “DRIFTLESS AREA SCENIC BYWAY” is Gill Sans set in all caps. Colors for the Driftless Area graphic identity:
- Red: M90 Y90
- Yellow: M20 Y70
- Blue: C70 M20
- Black
- White
Figure 20: Glacial Trail Scenic Byway Graphic Identity Specifications

The typeface for “GLACIAL TRAIL SCENIC BYWAY” is Gill Sans set in all caps.
Colors for the Glacial Trail graphic identity:
- Blue: C50 M20 Y20
- Green: C40 M20 Y80
- Light Brown: M10 Y30
- Dark Brown: C80 M90 Y100
- Black
- White
The typeface for “GRANT WOOD SCENIC BYWAY” is Gill Sans set in all caps. Colors for the Grant Wood graphic identity:

- Blue: C30 Y20
- Yellow 1: Y10
- Yellow 2: Y20
- Green 1: C20 Y50
- Green 2: C30 M20 Y70
- Green 3: C60 M50 Y100
- Green 4: C80 M70 Y100
- Green 5: C70 M50 Y80
- Green 6: C100 M80 Y100
- Black
- White
Figure 22: Historic Hills Scenic Byway Graphic Identity Specifications

The typeface for “HISTORIC HILLS SCENIC BYWAY” is Gill Sans set in all caps. Colors for the Historic Hills graphic identity:

- **Blue**: C60 M40
- **Light Green**: C10 Y20
- **Medium Green**: C70 M60 Y90
- **Dark Green**: C100 M90 Y100
- **Twig 1**: C90 M100 Y100
- **Twig 2**: C70 M90 Y80
- **Twig 3**: C20 M40 Y60
- **Twig 4**: M10 Y20
- **Pink 1**: C40 M100 Y30
- **Pink 2**: C20 M60
- **Pink 3**: C20 M80
- **Pink 4**: M40
- **Pink 5**: M20
- **Pink 6**: M20
- **Lavender 1**: C20 M40
- **Lavender 2**: C10 M30
- **Dark Red 1**: C70 M100 Y90
- **Red 1**: C60 M100 Y90
- **Red 2**: C70 M100 Y90
- **Black**: C60 M100 Y90
- **White**: C70 M100 Y90
The typeface for “GREAT RIVER ROAD IOWA” is historical, unknown. The typeface for “NATIONAL SCENIC BYWAY” is Gill Sans set in all caps. Colors for the Iowa Great River Road National Scenic Byway graphic identity:
- Green 1: C100 M80 Y100
- Black
- White
The typeface for “IOWA VALLEY SCENIC BYWAY” is Gill Sans set in all caps. Colors for the Iowa Valley graphic identity:

- Blue: C70 M30 Y30
- Yellow 1: Y10
- Yellow 2: C10 M10 Y60
- Yellow 3: C30 M30 Y100
- Green 1: C60 M40 Y80
- Green 2: C90 M70 Y90
- Black
- White
The typeface for “LINCOLN HIGHWAY HERITAGE BYWAY” is Gill Sans set in all caps. Colors for the Lincoln Highway graphic identity:

- Red: M100 Y100 C20
- Blue: C100 M70 Y20
- Black
- White

NOTE: These typeface and color specifications apply when used for LOOP identification and guide signs.
The typeface for “LOESS HILLS NATIONAL SCENIC BYWAY” is Gill Sans set in all caps. Colors for the Loess Hills graphic identity:

- Blue: C100 M60
- Green: C90 M70 Y100
- Yellow 1: M10 Y70
- Yellow 2: M20 Y90
- Yellow 3: M40 Y100
- Yellow 4: C20 M50 Y100
- Dark Red: C20 M50 Y100
- Black: C70 M90 Y100
- White

NOTE: These typeface and color specifications apply when used for LOOP identification and guide signs.
The typeface for “RIVER BLUFFS SCENIC BYWAY” is Gill Sans set in all caps. Colors for the River Bluffs graphic identity:

- Blue 1: C50 M10 Y20
- Blue 2: C40 M10 Y10
- Blue 3: C70 M30 Y30
- Blue 4: C100 M70 Y50
- Blue 5: C100 M80 Y70
- Green 1: C100 M80 Y100
- Green 2: C100 M90 Y100
- Yellow 1: C10 M10 Y60
- Yellow 2: C20 M20 Y70
- Yellow 3: C30 M30 Y100
- Black
- White

Figure 27: River Bluff Scenic Byway Graphic Identity Specifications
Figure 28: Western Skies Scenic Byway Graphic Identity Specifications

The typeface for “WESTERN SKIES SCENIC BYWAY” is Gill Sans set in all caps.
Colors for the Western Skies graphic identity:

- Orange: M40 Y90
- Green 1: C20 Y60
- Green 2: C40 M20 Y80
- Black
- White
REFERENCES

Appropriate and applicable portions of the following documents are incorporated in this manual by reference:

**Manual on Uniform Traffic Control Devices** (MUTCD), Federal Highway Administration, latest edition as referenced and currently used by the Iowa Department of Transportation

**Standard Highway Signs and Markings (SHSM) Book**, Federal Highway Administration, latest edition as referenced and currently used by the Iowa Department of Transportation

**Chapter 132, Iowa Scenic Byway Program**, Iowa Administration Code, latest edition
http://search.legis.state.ia.us/nxt/gateway.dll/ar/iac/7610___transportation%20department%205b761__5d/1320___chapter%20132%20iowa%20scenic%20byway%20program/___c_7610_1320.xml?f=templates$fn=document-frame.htm$3.0

http://www.iowadot.gov./traffice/manuals/tsmanual

http://www.iowadot.gov/design/index.htm

http://www.bywaysresourcecenter.org/

Federal Register / Vol. 60, No. 96 / Thursday, May 18, 1995, Interim Policy for the National Scenic Byway Program, Federal Highway Administration

**Iowa Byways Program**, local jurisdiction signing agreements, guidelines for sign replacement, more program information
http://www.iowadot.gov/iowasbyways/index.aspx

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**Iowa Great River Road Brand,** The green and white “pilot’s wheel” in the Great River Road graphic is further protected by guidelines dictated by the Mississippi River Parkway Commission. Logo Use Policy at [http://mrpcmembers.com/files/MRPCLogousage.pdf](http://mrpcmembers.com/files/MRPCLogousage.pdf)
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